To: Piscitelli, J
From: Kuruc, Nick
Edited: 11/12/96 8:06
Subject: Amerada Hess Corporation

RE: Key Issues Discussed at 11/11 Appointment

[] Presented our 1997 Promotional Calander. Charlie was in full concurrance.

[] He liked the idea about NJ billboards with pricing. He will check into outdoor advertising agencies in the area regarding timing and approximate costs.

[] We discussed a reevaluation of Mart and Co-Op volume by Hess Division beginning January 1997. The new AIM Data (by Hess Division) will be available on 11/18. I will copy you on my evaluation.

[] Both Charlie and Rick Lawlor agreed with the floor diagram provided by Butch Oringderff as well as the canopy layout. A final "go" should be given by Tuesday (11/12).

[] Charlie is concerned about the lack of PM promotions in the RJR "Exclusive" Cigarette Stores in Allentown and Bethlehem. To make these stores "Co Existence" will require PM advertising on the outside canopy. Of course, PM cannot provide advertising prior to 12/31. My suggestion was that we proceed with current direction for the canopy (exclusive RJR advertising), have Hess press PM to provide a coexistence contract for both stores effective when the stores open, and deal with the advertising issue when PM can produce (the advertising).

[] Current RJR Share of Savings Category is 35.5% in Marts, and 29.3% in Co-OPs.

[] Charlie inquired about our interest in participating in a Buy 3 Packs (of any style, all companies) and get a free BIC Lighter. Approximate cost to RJR for the entire promotion would be $ 5,000. PM has agreed to particpate.

[] Hess would like to use the NASCAR Logo on lock signs in their Southern Stores sometime next year. Do they have to obtain permission to use this logo?

[] PM is applying some pressure regarding the number of displays, and facings in NJ Snack Shop Locations. The following was proposed:

> One RJR Full Price Display placed on top of the floor display (16 facings).
> DORAL and SIGNATURE to be placed in the springfed area with SIGNATURE advertising above the area.
> The bottom shelf of the 3 shelf carton section to be Lorillard and BAT Brands.
PM will not allow competition on their fixture. This falls in with our coexistence tact.

Jim if you have any questions, please call me when you get back from Phoenix.

51847 3461

Source: https://www.industrydocuments.ucsf.edu/docs/gjxy0000